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Conversion Rate concepts - 20th Edition

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E-mail list segmentation - 19th Edition

So you have a mailing list with thousands of e-mail addresses. You send out messages and sales trickle in. You are happy. Hey, you could probably double, even triple sales with the same e-mail list, only if you did list segmentation. What the heck is list segmentation? Very simple

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Dissecting a successful direct marketing e-mail - 18th Edition

E-mail is the perfect media for direct marketing. Compared to regular mail, it is about hundred times cheaper. Yet, few companies manage to run a truly

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Words you should and should not use in e-mail advertising campaigns

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